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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for encouraging users of a computer network to access dynamic pricing information on the computer network, the method comprising:

distributing over the computer network to a first user ~~one or more users~~ of the computer network a modular computer program that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network;

~~receiving from a first user input identifying a subset of dynamic pricing information;~~

presenting to the ~~one or more users~~ first user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the modular computer program;[[and]]

receiving from the first user input identifying selected dynamic pricing information; and

communicating the ~~subset of dynamic pricing information~~ selected by the first user to a second user for display at a modular computer program, executing on a computer system associated with the second user, that displays to the second user a stream of dynamic pricing information ~~operated by the second entity~~.

2. (Original) The method of claim 1 wherein the modular computer program comprises a Java-based applet.

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3. (Original) The method of claim 1 further comprising collecting dynamic pricing information from the computer network.

4. (Original) The method of claim 1 wherein the computer network comprises the Internet.

5. (Original) The method of claim 1 wherein the computer network comprises a virtual private network.

6. (Original) The method of claim 1 wherein distributing the modular computer program comprises pushing a copy of the modular computer program to one or more users of the computer network.

7. (Original) The method of claim 1 wherein distributing the modular computer program comprises enabling users of the computer network to pull a copy of the modular computer program.

8. (Original) The method of claim 1 wherein distributing the modular computer program comprises sending the modular computer program to a user of the computer network through an electronic mail system.

9. (Original) The method of claim 1 wherein distributing the modular computer program comprises sending the modular computer program to a user of the computer network through an instant messaging system.

10. (Previously Presented) The method of claim 1 further comprising causing the modular computer program to display the stream of dynamic pricing information collected from the computer network.

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11. (Previously Presented) The method of claim 10 wherein the stream of dynamic pricing information that is displayed varies based on user input.

12. (Previously Presented) The method of claim 11 wherein the stream of dynamic pricing information has a predefined taxonomy, and wherein the user can selectively view different levels of the taxonomy.

13. (Original) The method of claim 1 wherein the interactive visual indication comprises a glyph.

14. (Original) The method of claim 1 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

15. (Original) The method of claim 14 wherein the interactive link comprises a uniform resource locator (URL) tag.

16. (Original) The method of claim 1 wherein the user-attractive resource comprises a contest.

17. (Original) The method of claim 1 wherein the user-attractive resource comprises a reward program.

18. (Original) The method of claim 1 wherein the user-attractive resource comprises a coupon.

19. (Original) The method of claim 1 wherein the user-attractive resource comprises an advertisement.

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20. (Original) The method of claim 1 wherein the user-attractive resource comprises a multi-media presentation.

21. (Original) The method of claim 1 further comprising providing a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

22. (Original) The method of claim 1 wherein the modular computer program displays dynamic pricing information in a ticker display format.

23. (Original) The method of claim 1 wherein a plurality of instances of the modular computer program are presented to a user concurrently.

24. (Original) The method of claim 23 wherein each of the plurality of instances of the modular computer program includes one or more associated visual indications of a user-attractive resource available on the computer network.

25. (Original) The method of claim 24 wherein each of the one or more visual indications can be the same as or different from the visual indications on other instances of the modular computer program.

26. (Original) The method of claim 24 wherein each of the one or more visual indications can correspond to the same or different user-attractive resources as the visual indications on other instances of the modular computer program.

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27. (Currently amended) A computer-implemented system for encouraging users of a computer network to access dynamic pricing information on the computer network, the system comprising:

a plurality of sources of dynamic pricing information;

a modular computer program comprising instructions to perform the following operations:

receive dynamic pricing information from the plurality of dynamic pricing information sources;

display the received dynamic pricing information in a stream to a first user of the modular computer program;

receive from ~~[[a]]~~the first user ~~selection~~-information identifying a ~~subset~~selection of the received dynamic pricing information;

send the received selection information from ~~[[a]]~~the first user to a second user;

and

present to the second user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network that was selected by the first user and sent to the second user, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the modular computer program.

28. (Original) The system of claim 27 wherein the modular computer program comprises a Java-based applet.

29. (Original) The system of claim 27 wherein the modular computer program further comprises instructions to receive dynamic pricing information from the computer network.

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30. (Original) The system of claim 27 wherein the computer network comprises the Internet.

31. (Original) The system of claim 27 wherein the computer network comprises a virtual private network.

32. (Original) The system of claim 27 wherein the dynamic pricing information that is displayed to the user varies based on user input.

33. (Original) The system of claim 32 wherein the dynamic pricing information has a predefined taxonomy, and wherein the modular computer program further comprises instructions to allow a user to selectively view different levels of the taxonomy.

34. (Original) The system of claim 27 wherein the interactive visual indication comprises a glyph.

35. (Original) The system of claim 27 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

36. (Previously Presented) The system of claim 34 wherein an interactive visual indication comprises a link associated with a uniform resource locator (URL) tag.

37. (Original) The system of claim 27 wherein the user-attractive resource comprises a contest.

38. (Original) The system of claim 27 wherein the user-attractive resource comprises a reward program.

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39. (Original) The system of claim 27 wherein the user-attractive resource comprises a coupon.

40. (Original) The system of claim 27 wherein the user-attractive resource comprises an advertisement.

41. (Original) The system of claim 27 wherein the user-attractive resource comprises a multi-media presentation.

42. (Original) The system of claim 27 wherein the modular computer program further comprises instructions to provide a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

43. (Original) The system of claim 27 wherein the modular computer program displays dynamic pricing information in a ticker display format.

44. (Original) The system of claim 27 wherein a plurality of instances of the modular computer program are presented to a user concurrently.

45. (Previously Presented) The system of claim 43 wherein each of a plurality of instances of the modular computer program includes one or more associated visual indications of a user-attractive resource available on the computer network.

46. (Previously Presented) The system of claim 45 wherein one or more visual indications can be the same as or different from the visual indications on other instances of the modular computer program.

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47. (Previously Presented) The system of claim 45 wherein each of the one or more visual indications can correspond to the same or different user-attractive resources as the visual indications on other instances of the modular computer program.

48. (Currently Amended) A computer-implemented method for encouraging users of a computer network to access a dynamic pricing system, the method comprising:

presenting a user-interface that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource available is visually embedded within the stream of dynamic pricing information displayed by the user-interface;

receiving input from a first user specifying information for display to another user by a modular computer program; and

enabling display of the first user-specified information by a modular computer program associated with another user.

49. (Previously Presented) Computer software, embodied in a tangible medium or in a propagated carrier signal or both, for encouraging users of a computer network to access a dynamic pricing system, the software comprising instructions to cause a computer system to perform operations comprising:

present a user-interface that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is

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visually embedded within the stream of dynamic pricing information displayed by the user-interface; and

transfer information selected by a first user for display to a second user.

50. (Previously Presented) The computer software of claim 49 wherein the computer instructions are embodied as a Java-based applet.

51. (Previously Presented) The computer software of claim 49 further comprising computer instructions for receiving dynamic pricing information from the computer network.

52. (Previously Presented) The computer software of claim 49 wherein the computer network on which said software communicates comprises the Internet.

53. (Previously Presented) The computer software of claim 49 wherein the computer network comprises a virtual private network.

54. (Previously Presented) The computer software of claim 49 wherein the dynamic pricing information that is displayed varies based on user input.

55. (Previously Presented) The computer software of claim 49 wherein the dynamic pricing information has a predefined taxonomy, and wherein the computer software further comprises instructions to allow a user to selectively view different levels of the taxonomy.

56. (Previously Presented) The computer software of claim 49 wherein the interactive visual indication comprises a glyph.

57. (Previously Presented) The computer software of claim 49 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

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58. (Previously Presented) The computer software of claim 57 wherein the interactive link comprises a uniform resource locator (URL) tag.

59. (Previously Presented) The computer software of claim 49 wherein the user-attractive resource comprises a contest.

60. (Previously Presented) The computer software of claim 49 wherein the user-attractive resource comprises a reward program.

61. (Previously Presented) The computer software of claim 49 wherein the user-attractive resource comprises a coupon.

62. (Previously Presented) The computer software of claim 49 wherein the user-attractive resource comprises an advertisement.

63. (Previously Presented) The computer software of claim 49 wherein the user-attractive resource comprises a multi-media presentation.

64. (Previously Presented) The computer software of claim 49 further comprising instructions for providing a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

65. (Previously Presented) The computer software of claim 49 wherein the dynamic pricing information is displayed in a ticker display format.

66. (Previously Presented) The computer software of claim 49 wherein a plurality of instances of the software can execute concurrently.